



Living life with intention became very clear for **Brooke Billingsley** when she was surprised with a cancer diagnosis that would take her on a 17 month healthcare journey. Disputing the belief that cancer is a gift, Brooke prefers to think of cancer as a one-on-one tutorial of life. She has gathered many life lessons and has a deep desire to share them with others.

Brooke is also co-owner and CEO of Perception Strategies, Inc., the nation's largest healthcare mystery shopping company. She has been with the firm since 1999. A successful trainer and consultant, Brooke helps clients achieve success by understanding and benefiting from consumer perception so that they can remain competitive in today's market. In 2004, her company earned a "Blue Chip Award" for business innovation.

Prior to her current position, Brooke Billingsley was President/CEO of the Indiana Chapter of the Make-A-Wish Foundation for seven years. Even then, she was helping dreams come true for children with life-threatening illnesses. Brooke also served as speaker and trainer for the national organization.

Constantly innovating, her firm created Keep the Customer, a customer service training game designed to explore customer service excellence through group interaction. In 2006, Brooke also co-authored a practical, and yet insightful, guide to customer service entitled Turn Your Customer On: 23 Ways to Motivate Employees and Make Your Customers Love You. Published by Literary Architects, the book is available on Amazon.com.

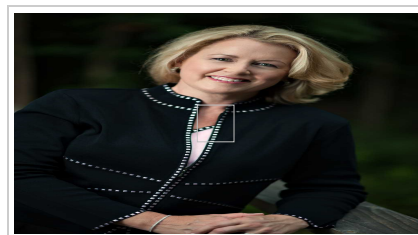
Brooke has been featured on Good Morning America and in The Wall Street Journal as well as several professional healthcare magazines.

Since 1978, Brooke has traveled throughout the U.S. as keynote speaker. She volunteers her fre...

## Brooke Billingsley

### Speech Topics

- Personal Growth
- Overcoming Adversity
- Life Balance
- Inspiration
- Healthcare
- Customer Service



## Testimonials

"Brooke Billingsley was one of our speakers at the Press Ganey 2008 Regional Workshops. Her session on how to create a culture of engaged, empowered and appreciated employees was one of the most well attended sessions during the workshop. Brooke has an engaging presentation style and she made a real connection at each of the ten regional meetings. In addition to receiving an outstanding score, 94.5, our customers commented that Brooke's presentation was inspiring and included numerous 'takeaways'. Employee engagement is one of the significant keys to business success and Brooke helps to make that relationship clear."

- President and Chief Executive Officer Press Ganey Associates, Inc..

Brooke, You were a big hit and I have had a lot of very positive feedback about your presentation. I really appreciate that you came a few days early so that you could visit some of our facilities & practices -- weaving our story into your presentation was very effective. Again, thank you for a great presentation and for being an important part of our retreat!"

- Chief Operating Officer, Harbin Clinic, L.L.C..

